

STATEMENT OF SUBSTANCE OF INTERVIEW

Applicant appreciates Examiner Gee's participation in a telephonic conference of September 15, 2008. Applicant wishes to thank Examiner Gee for his time and consideration.

During the interview, the claimed subject matter of the application and the cited references were discussed. In particular, Applicant presented arguments along the lines of those set forth below in the section entitled "Claim Rejections 35 U.S.C. §103". Specifically, Applicant presented arguments how the Patton, Chang, and Linnartz references do not disclose, teach, or suggest features, such as channels to brand and the branding strength.

Also discussed during the interview were proposed amendments to the claims. In the interest of expediting prosecution of the application, and without conceding the propriety of the rejection, Applicant proposes to amend the independent claims to further clarify features of Applicant's claimed subject matter.

Accordingly, Applicant amends the independent claims herein, as discussed during the interview. Applicant submits the amendments in writing in this Response to the Office Action. Applicant submits that all of the pending claims are in condition for allowance.